

Magazine Feature Section

ROCKEFELLER, JUNIOR, WINS TITLE OF GOODFELLOW AND FROM THE COLORADO MINERS TOO! BUT

Now They Are Asking Whether It Was Democracy or Paternalism That Prompted Young Magnate's Visit to the Mines—Echoes of the Visit Bring Many Odd Stories—He Danced Himself Into Favor by Turkey Trotting

John D. Rockefeller, Jr., came to Pueblo, Colorado, a month or so ago, the most hated and detested man in Colorado. He departed six days later the most popular man in the state as far as the miners are concerned. Rockefeller in his brief visit proved to the miners he was a good fellow and demonstrated to them that even a millionaire is human.

He demonstrated that financial giants are just like other ordinary human beings and his pleasing personality bridged the chasm that so long has separated the Rockefellers and their coal diggers in Colorado.

Before Rockefeller's visit the miners had a rather crude and erroneous idea of what millionaires in general and their own employers in particular are like. They had an idea that young Rockefeller would come to their camps wearing silk hose and smelling of perfume. They had an idea that he would shun them or treat them as if he was so far above them on a social plane that they were beneath his notice.

One day of Rockefeller's presence and all these erroneous beliefs were dispelled.

He entered the mines and wielded a pick beside them, he ate and slept in their cabins, he danced with their wives and daughters, he cuddled their children and all in all he displayed to those rough men the human side of the millionaire in a way to appeal to their better selves. They pronounced him a good fellow and he departed with the assurance that if he were to remain they would elect him governor of Colorado.

CORPORATION BLAMED.

Rockefeller before his visit suffered the condemnation of the miners not on his own account, but on that of his father. Newspaper accounts of John D.'s actions, his close-datedness, etc., had won the hatred of the miners against him. These men here are essentially Socialists and every time a newspaper printed a story about the Rockefeller wealth it caused rancor among them. The idea that their minds could not grasp was: Why were they compelled to work in the ground on meagre pay while a dyspeptic old man out in New York enjoyed the fruit of their endeavor?

Then came the strike of 1913-14 when many of the miners were shot and killed in battle with the mine guards. The terror of those times add fuel to the flames of their hatred and had a Rockefeller appeared in camp at that time he more than likely would have been killed.

But Rockefeller, Jr., disregarded all threats against him. He came to his mining camps unguarded and unarmed. He took the miners by storm and today he can count that practically every one of them is his personal friend, though they don't like the corporation system.

He talked with the miners, went into their homes, questioning their wives about living conditions and made suggestions for improvements. He showed particular interest in the children at the school at Tabasco.

"When next I come to Colorado perhaps some of you will be teachers yourselves," he said. "I have six children myself. Some times they are not as mannerly as you seem to be. Maybe I'll bring a few of them along the next time I come to Colorado."

HE IS AMAZED.

Later at the school at Sopris a 12-year-old girl explained to the financier how to deal in stocks and bonds, how to run a bank and how to finance a corporation that would pay 40 cents on a ten-cent investment.

The teacher told Rockefeller that her pupils had established a store and a bank.

"Really," Rockefeller said with an expression of delight, "I should like to know something more about this system of finance."

"Blanche, will you explain it to Mr. Rockefeller?" asked the teacher.

Blanche McArthur, daughter of a coal digger walked to the front of the room, calmly shook hands with Rockefeller and gravely began her lesson in finance.

"You see," she began, "I am cashier of the bank. We already have \$5 on deposit, all brought by the children. Five dollars," exclaimed Rockefeller. "Wonderful!"

"We have part of this loaned to



TESTING FOR GAS WITH AN ORDINARY CANARY BIRD



THE "SAFETY FIRST" IDEA

the pupils on good security. We are looking around for a permanent investment for the rest of our money." Blanche then branched off into a discussion of stocks and bonds. Rockefeller listened gravely as the child detailed the elements which make bond issues safe and unsafe.

"We have a store, too," she continued. "It was formed by some of us boys and girls, who each subscribed 10 cents to the capital stock. We buy school supplies—pencils and tablets—at wholesale and sell them to the pupils. Last year the store paid between 30 and 40 cents dividend on each 10 cents invested. Don't you think that was doing pretty well?"

Asked about his attitude on strike

prosecutions, the magnate said: "I can give no better statement of my ideas on that subject than I made to the Federal Commission on Industrial Relations in Washington last May. At that time I read a prepared statement in which I said justice should be so administered as to be above suspicion, and if in any material particular the trial of Lawson has been wanting in this respect, I, for one, should desire to see the Supreme Court of Colorado grant a new trial."

HIS ATTITUDE.

"That still is my attitude. When the Lawson trial was about to begin I took steps to assure myself the Colorado Fuel and Iron Company was not participating in any way in

the prosecution. I feel that when private interests participate in criminal prosecutions the proceedings tend to lose their impartial quality."

Rockefeller said that his company did not care whether the miners belonged to unions or not. This statement was made in a conference with David Griffiths, grievance mediator of the company, and C. A. Mitchell, a negro, grievance representative of the Rouse miners.

In the course of the conference which was in the open air, someone asked Mitchell if members of the United Mine workers came to him with their grievances against the company. He replied that he didn't remember if any union men had complained to him or not.



JOHN D. ROCKEFELLER, JUNIOR



RESCUERS AT WORK



MINE COMPANY AMBULANCE RECEIVING VICTIMS

"I don't believe Mitchell knows whether they are union men or not," Rockefeller broke in. "I'm quite sure the officers of the company don't, and let me tell you the Colorado Fuel and Iron Company does not care whether its men belong to the union or not."

"Look here," he said, turning to Griffiths, "do you make any distinction between union and non-union men in settling the grievances appealed to you by the miners?"

"I certainly don't," Griffiths replied.

"Are not all of the men treated alike so long as they are willing to work and behave themselves?" persisted Rockefeller.

"Yes," Griffiths replied.

RECEIVES THANKS.

All these questions are leading and the sponsor could make no other reply than that suggested by Rockefeller. He showed that he was in Colorado not to apologize nor to deceive the miners but was really there to take an interest in their affairs and yet to adhere to the rigid

policy of the company.

Before leaving Trinidad Rockefeller had an interview with Joe Rizzi, an Italian coal miner and former striker, who came to thank the oil magnate for the \$100,000 given by the Rockefeller Foundation for the relief of unemployed men after the strike was over. Rizzi is the miner whose telegram to Rockefeller last spring, appealing for aid for the destitute wives and children of former strikers, led directly to the foundation contribution and the institution of an extensive system of road improvements by which several hundred men were given employment.

At Worley Rockefeller visited the common bathhouse and came upon a group of miners just from the mines as they were taking their baths. He chatted pleasantly with them, inspected the working of the shower baths and satisfied himself that everything was as sanitary and up to date as it could be.

In one mining camp the magnate climbed on a mule and sat there a few minutes at the request of a 12-year-old boy, who took his picture. He further ingratiated himself by

petting the children, occasionally lifting and cuddling a baby. His trump card was when he danced with the wives and daughters of the miners. All had gathered in the rough board opera house and after witnessing moving pictures the floor was cleared of chairs and there was an old-fashioned dance with fiddler and all.

Rockefeller was the sprightliest man on the floor, with great gallantry he invited the buxom girls to dance or laughingly led a wife from the side of her husband to go whirling about the floor.

It was the greatest evidence of his whole-heartedness—it was the greatest proof that he at least was a Rockefeller whose whole soul was not wrapped up in the sole purpose of acquiring money, regardless of how much his employees had to suffer.

Whatever is the policy of the iron and fuel company it is certain that Rockefeller, Jr., has bridged the chasm between the two great forces—capital and labor. Indications are that now that the miners know their employer that strikes may be things of the past.

Rockefeller has won again.